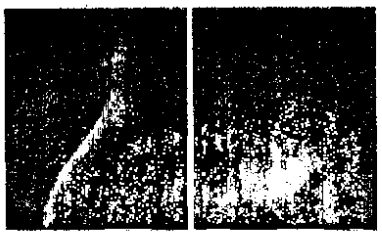
New Benson & Hedges LVS.
You get rich taste. They get less smoke.

Benson & Hedges LVS
means Less Visible Smoke.



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Source: https://www.industrydocuments.ucsf.edu/docs/sglj0004